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FOR IMMEDIATE RELEASE

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3% DECLINE IN MAJOR APPLIANCE SHIPMENTS REPORTED FOR OCTOBER

CHICAGO -- Factory shipments of major appliances were 2,876,700 units in October, a decline of 3% from October 1979, the Association of Home Appliance Manufacturers (AHAM) announced today.

According to AHAM president Guenther Baumgart, while October shipments were under October of last year, a gradual trend toward improvement is emerging. Since May, month-to-month comparisons between 1980 and 1979 have become more favorable. With the exception of a 2% figure for July, comparisons show the gap narrowing each month from a 33% drop in May, to 16% in June, 11% in August, 8% in September and 3% in October. Baumgart also noted that the October, 1980 level represented the third highest October in history, exceeded only by October 1973 which was the best October on record, and October 1979.

Three product categories showed gains over the same month last year. Shipments of disposers were up 10.4% and refrigerators were up slightly by 0.2%. Microwave oven shipments were up 13.7% over last October with the year-to-date level of 2,832,000 units already surpassing the total unit figure for all of 1979 of 2,162,000.

October shipments of washers and freezers were not up to 1979 levels, but they were at their highest level for October since 1976. Shipments for all other products declined from 6.2% for ranges, to 11% for dryers, 16.7% for dishwashers and 19.6% for compactors.

(more)

Total shipments through the first ten months of 1980 were 25,894,800 units, a 9% decline from 1979.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
October, 1980

	October 1980	October 1979	% Change	Calendar Year to Date 1980	1979	% Change
ALL MAJOR APPLIANCES**	2,876.7	2,961.3*	- 2.9%	25,894.8	28,465.8*	- 9.0%
ROOM AIR CONDITIONERS	90.1	93.8	- 3.9	2,876.3	3,374.7	-14.8
DEHUMIDIFIERS	- 2.2	3.1*	-171.0	665.1	644.7*	3.2
DISHWASHERS - TOTAL	296.9	356.4	- 16.7	2,335.0	2,966.0	-21.3
Built-In	253.0	299.6	- 15.6	2,011.3	2,548.9	-21.1
Portable	43.9	56.8	- 22.7	323.7	417.1	-22.4
DISPOSERS	343.0	310.6*	10.4	2,480.8	2,812.3*	-11.8
COMPACTORS	26.2	32.6*	- 19.6	194.1	245.1*	-20.8
REFRIGERATION - TOTAL	642.1	669.1*	- 4.0	5,985.7	6,639.0*	- 9.8
Refrigerators	518.7	517.7	.2	4,467.3	4,981.4	-10.3
Freezers - Total	123.3	151.4*	- 18.6	1,518.4	1,657.6*	- 8.4
Upright	61.4	74.8*	- 17.9	672.8	766.7*	-12.3
Chest	61.9	76.6*	- 19.2	845.6	890.9*	- 5.1
ELECTRIC RANGES - TOTAL	257.3	274.4*	- 6.2	2,137.1	2,545.3*	-16.0
Free Standing	207.4	210.2*	- 1.3	1,669.7	1,897.3*	-12.0
Built-In	49.9	64.3*	- 22.4	467.4	648.1*	-27.9
MICROWAVE OVENS/RANGES***	445.5	391.9*	13.7	2,832.8	2,162.0*	31.0
HOME LAUNDRY - TOTAL	801.0	853.8*	- 6.2	6,570.2	7,287.9*	- 9.9
Washers - Total	468.3	480.0*	- 2.4	3,916.4	4,282.9*	- 8.6
Automatic	459.7	465.2*	- 1.2	3,807.8	4,123.3*	- 7.7
Wringer & Other	8.6	14.8*	- 41.9	108.6	159.6*	-32.0
Dryers - Total	332.7	373.8*	- 11.0	2,553.8	3,005.0*	-11.7
Electric	258.9	289.6*	- 10.6	2,086.7	2,358.8*	-11.5
Gas	73.8	84.2*	- 12.4	567.1	646.2*	-12.2

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges